

Hybrid strategy: a new strategy for competitive advantage

Abstract

Both strategic management researchers and practitioners have realized the importance of cost and differentiation strategies for effective organizational performance and excellence. Recently many large enterprises/corporations have been applying both strategies simultaneously, rather than applying a single strategy at one period of time. The implementations of the three strategies are commonly used by the big corporations involved in domestic, regional, international and global business. This article has three bases of data analyses; the first is a review of related literature, the second is case analysis and the third is the result of field interviews with a giant home appliance manufacturer in Malaysia. Thus, the principal aim of this article is to provide evidence that the hybrid strategy (both cost leadership and differentiation strategy) has been implemented by companies throughout the world.